

00594651-061500

PATH A: SOURCE TO ARS

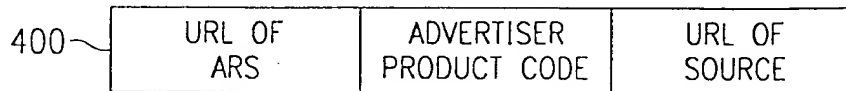


FIG. 4a

PATH B: ARS TO SOURCE

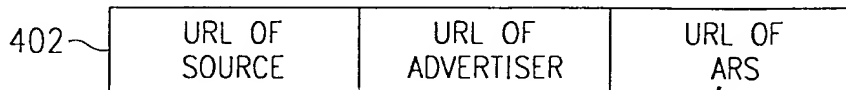


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

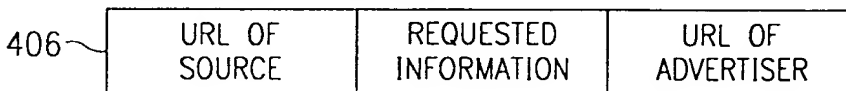


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

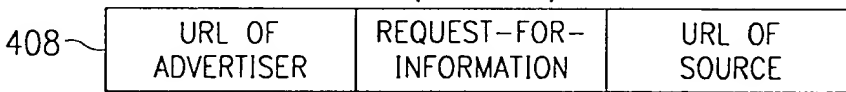


FIG. 4e

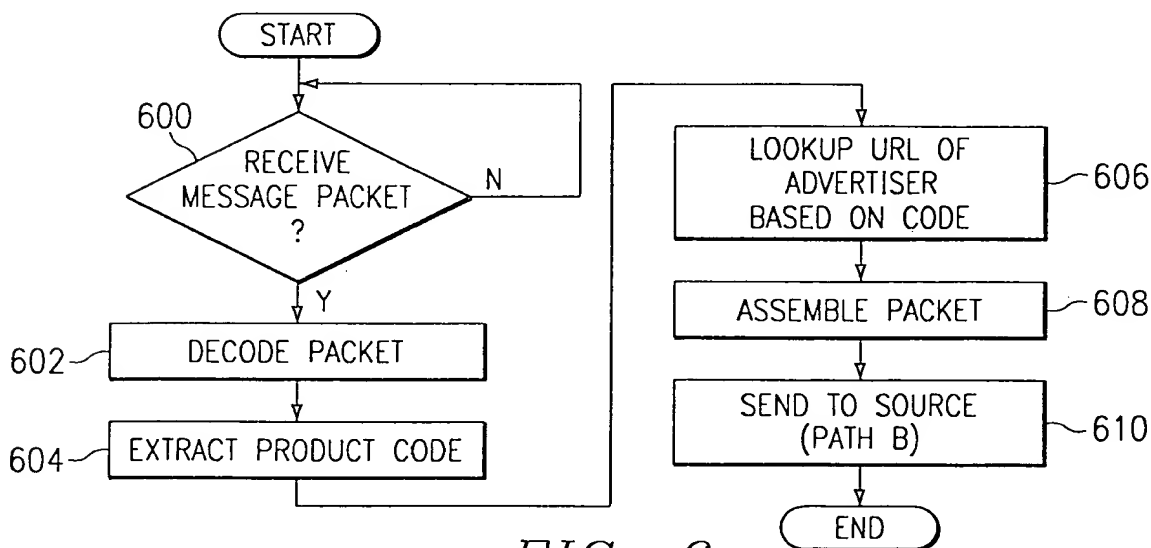


FIG. 6

00594651-061500

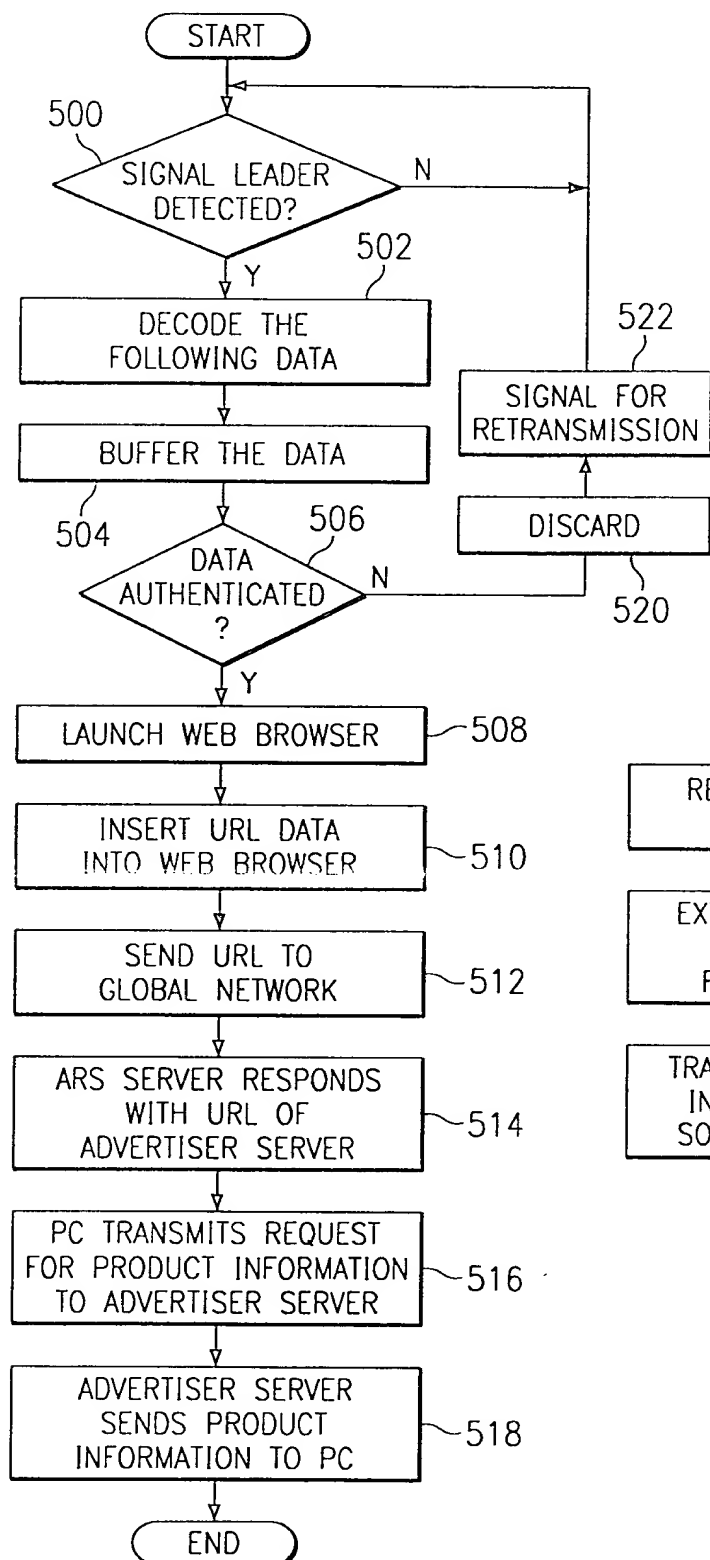


FIG. 5

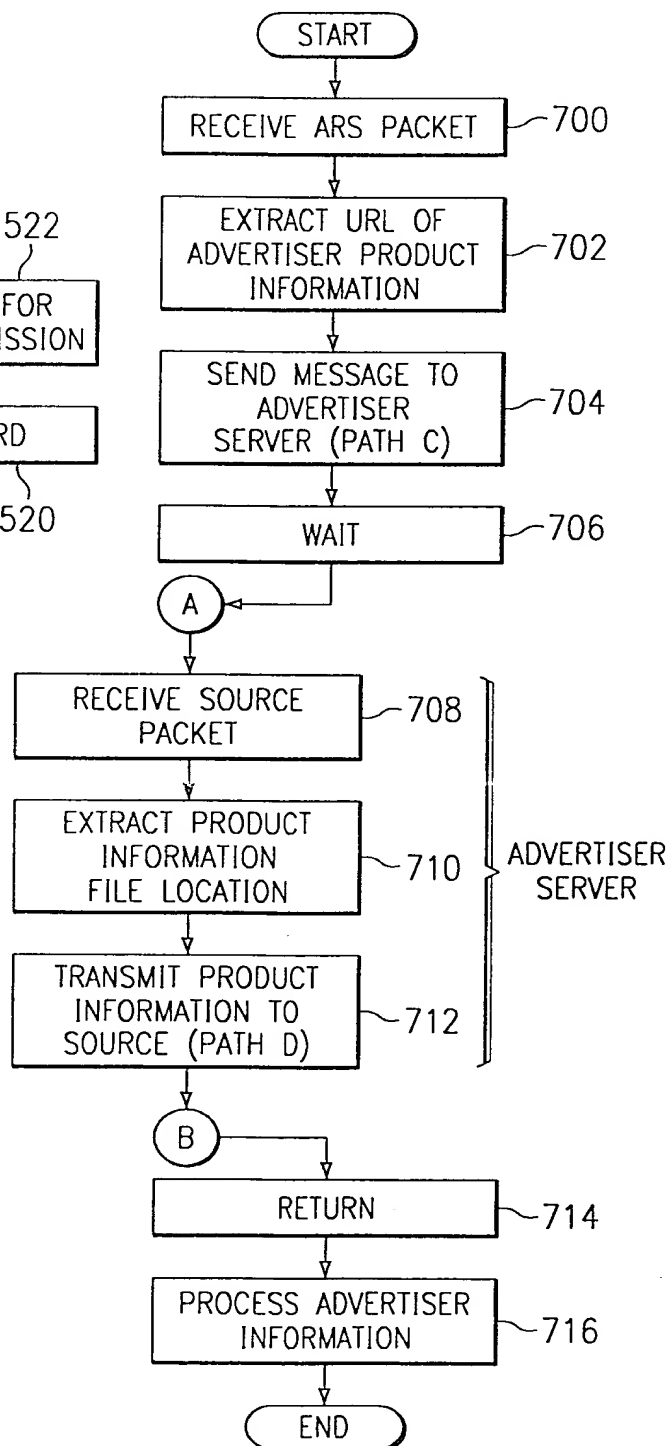


FIG. 7

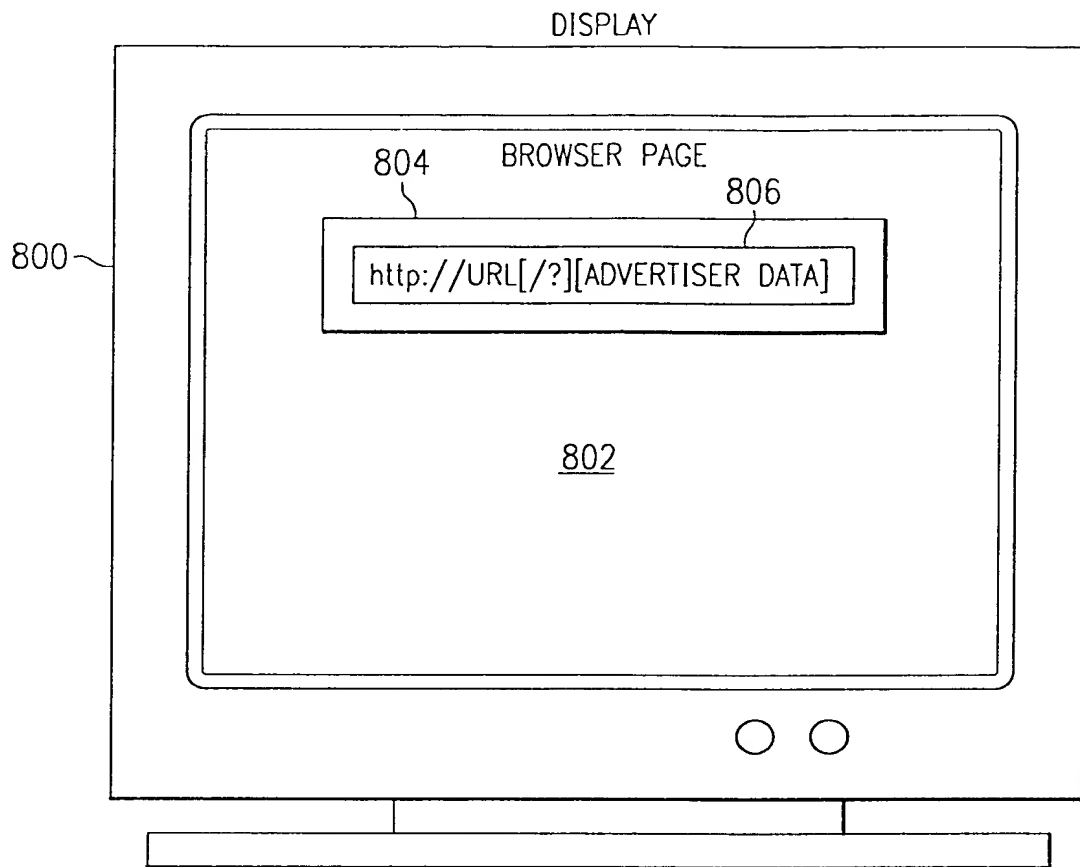


FIG. 8

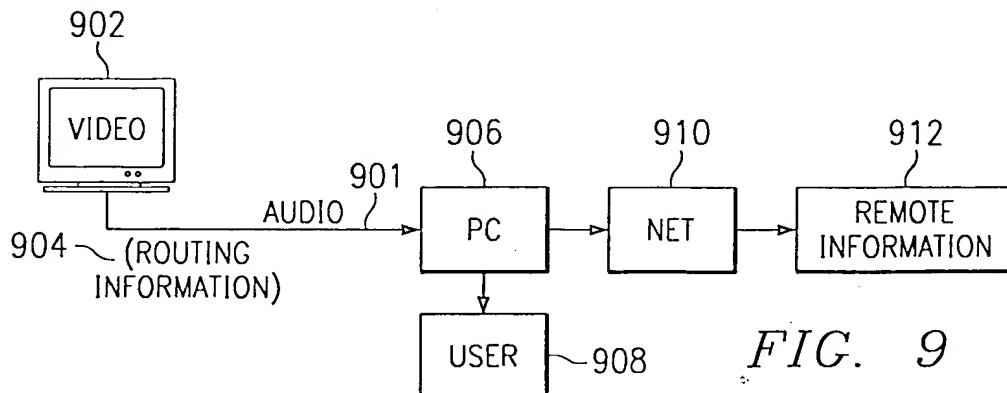
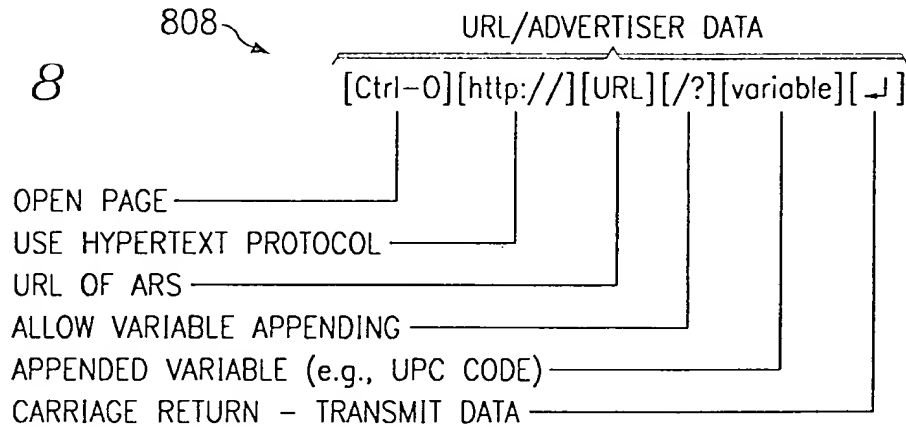
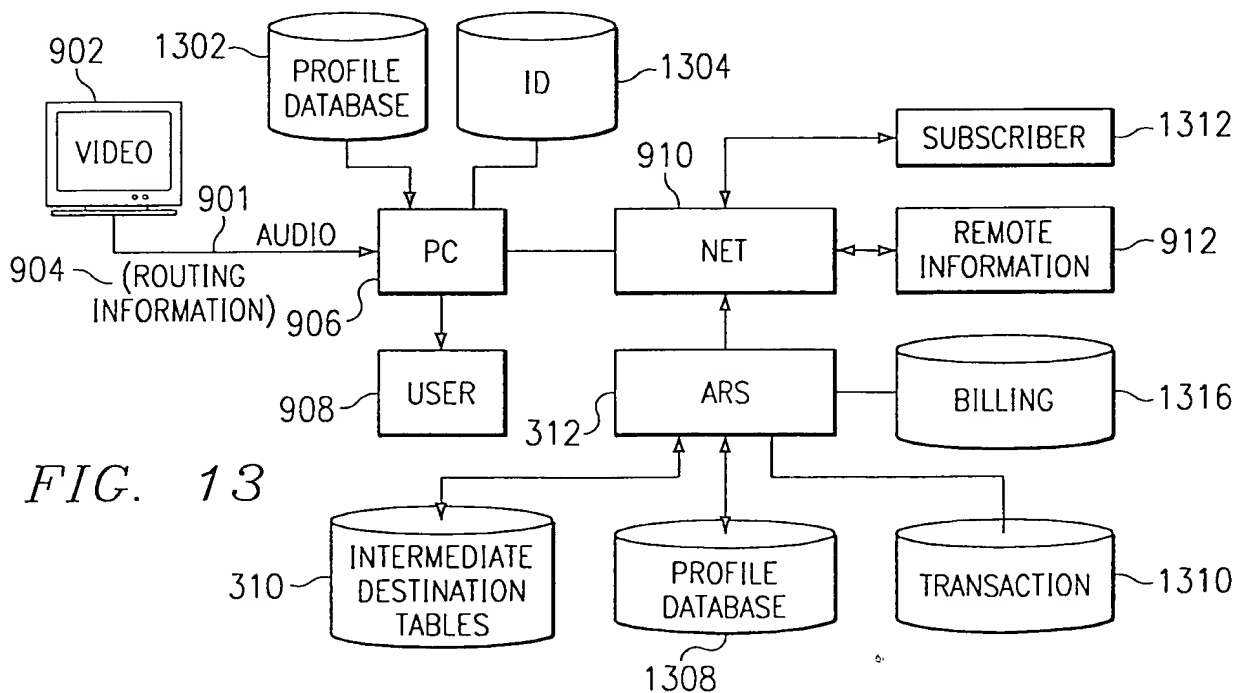
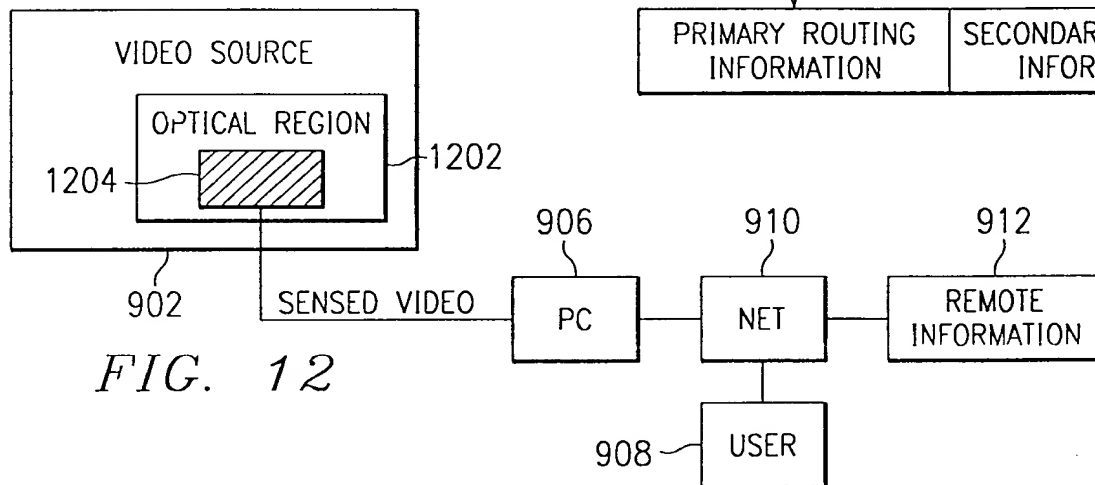
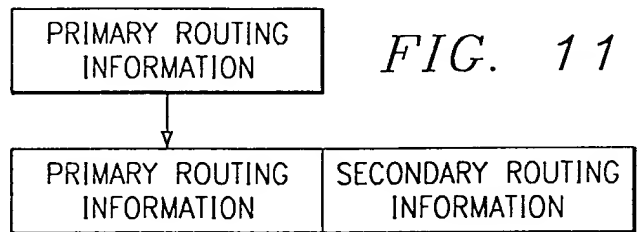
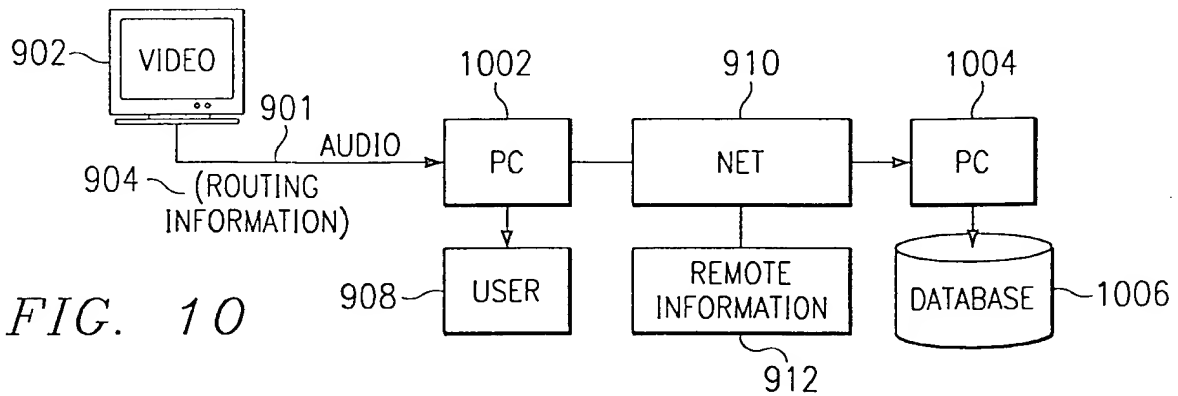
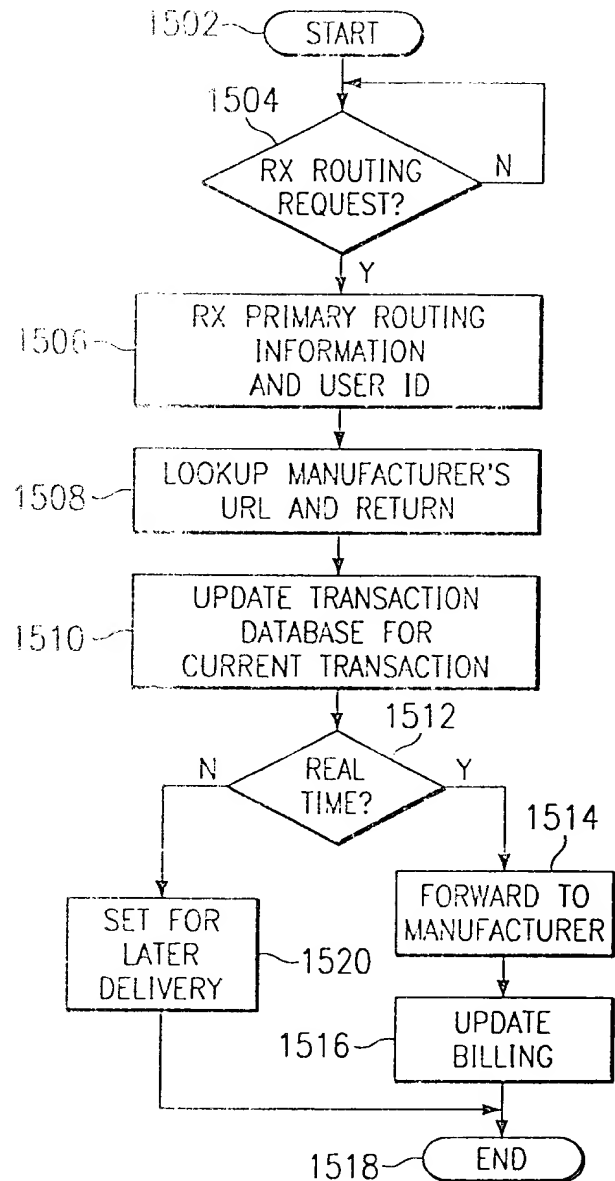
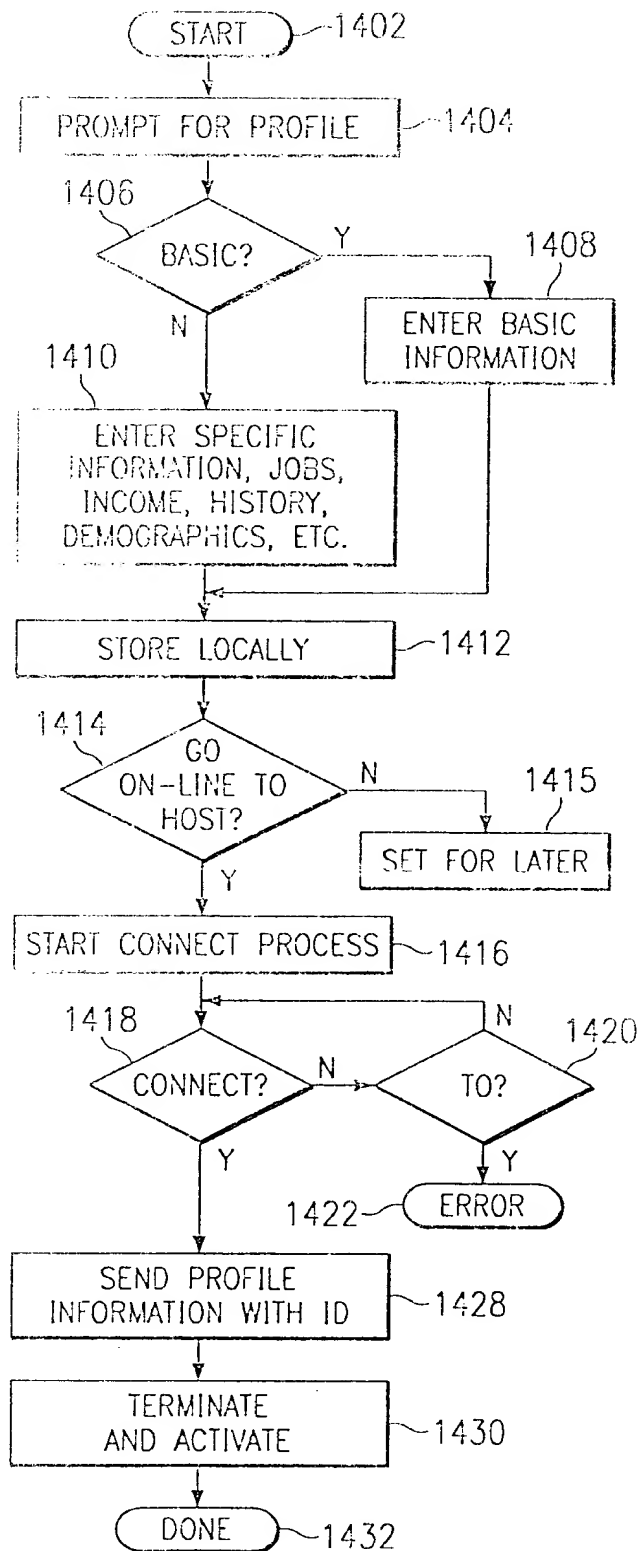


FIG. 9



005190" T5946560



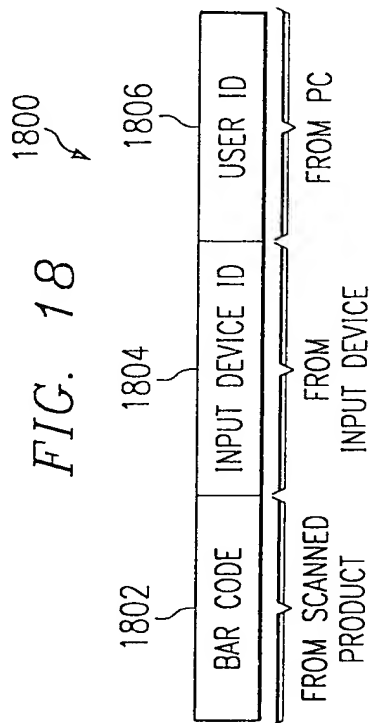
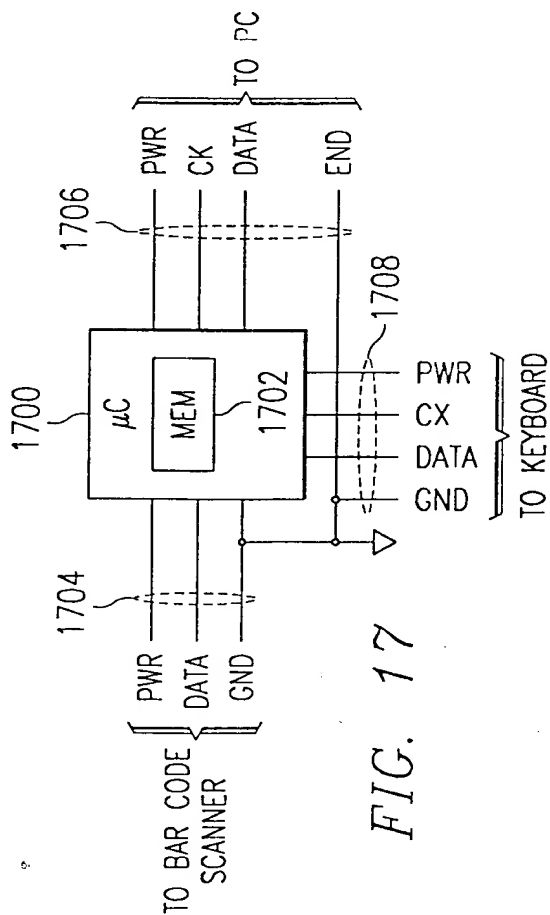
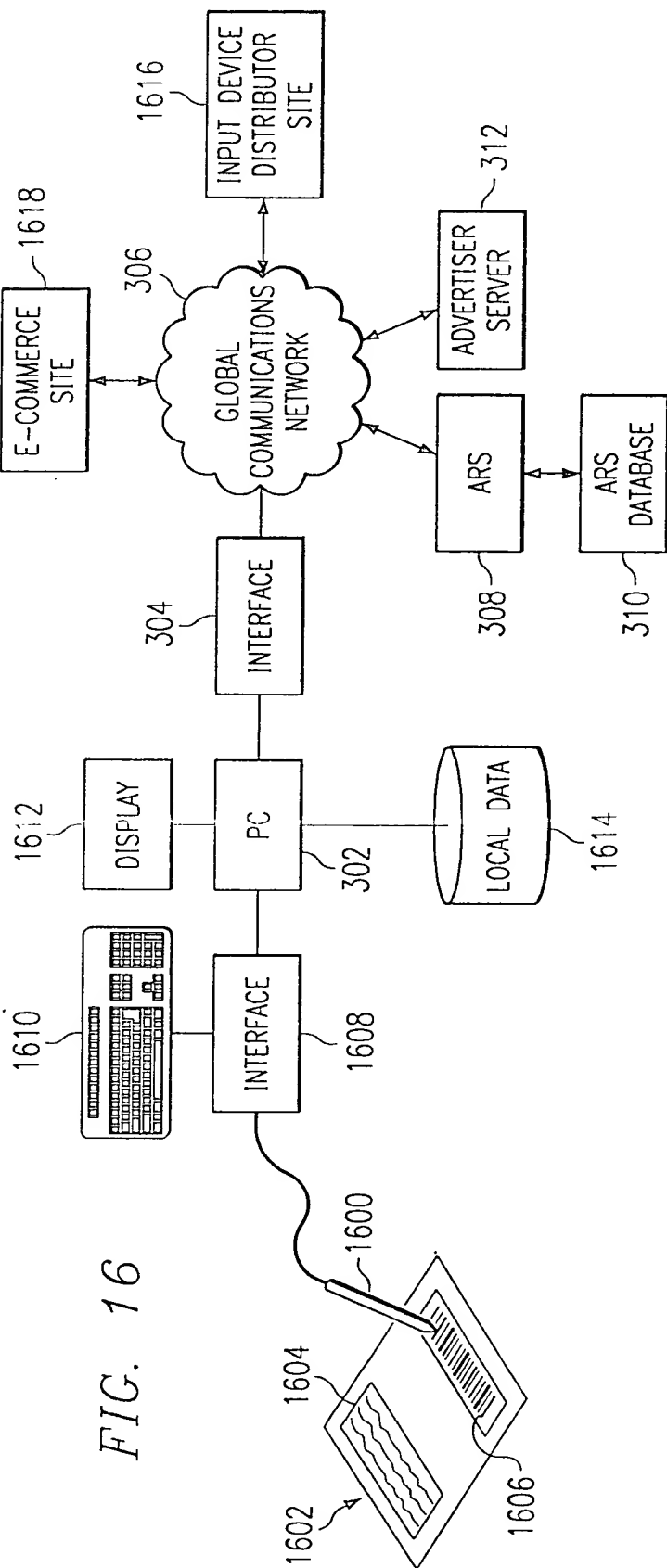


FIG. 19

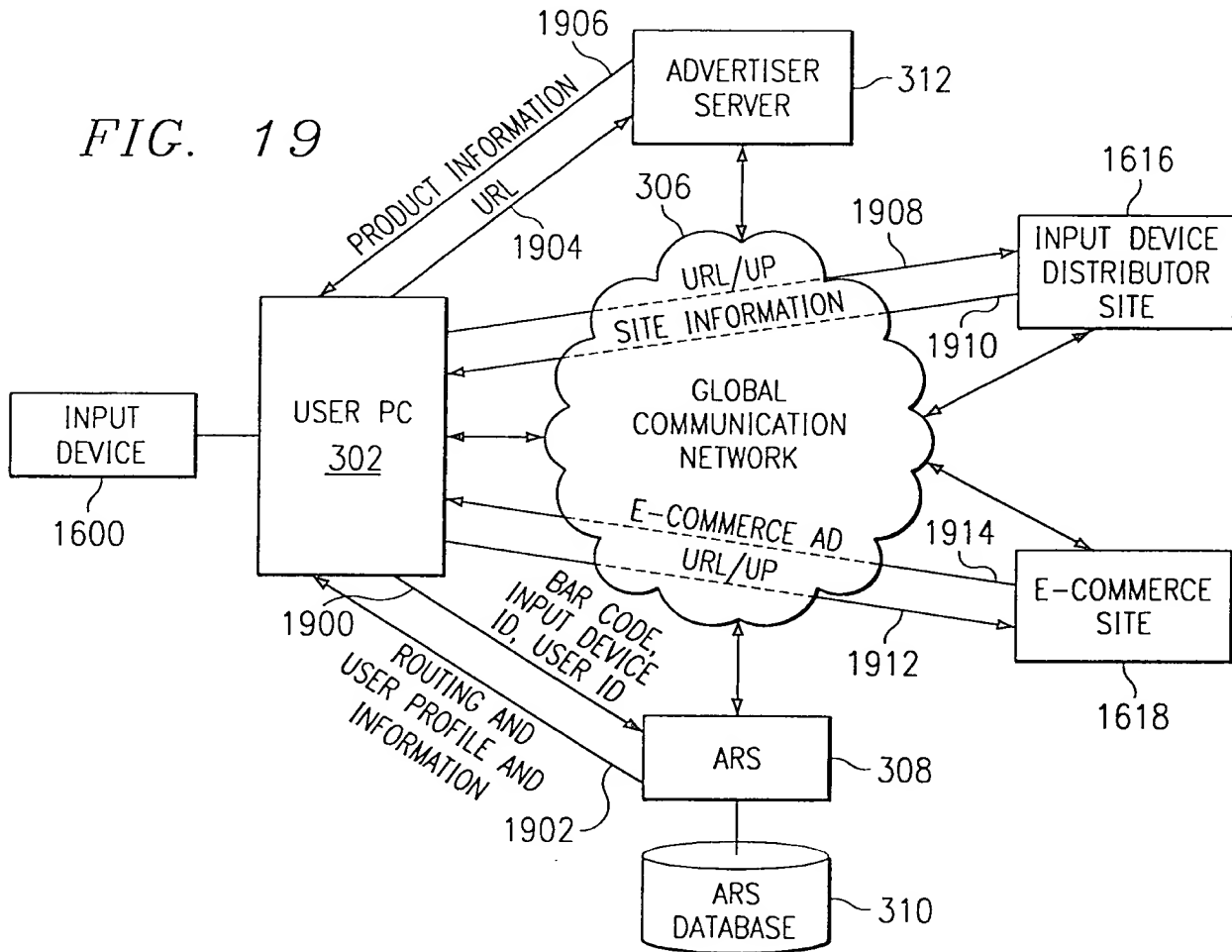
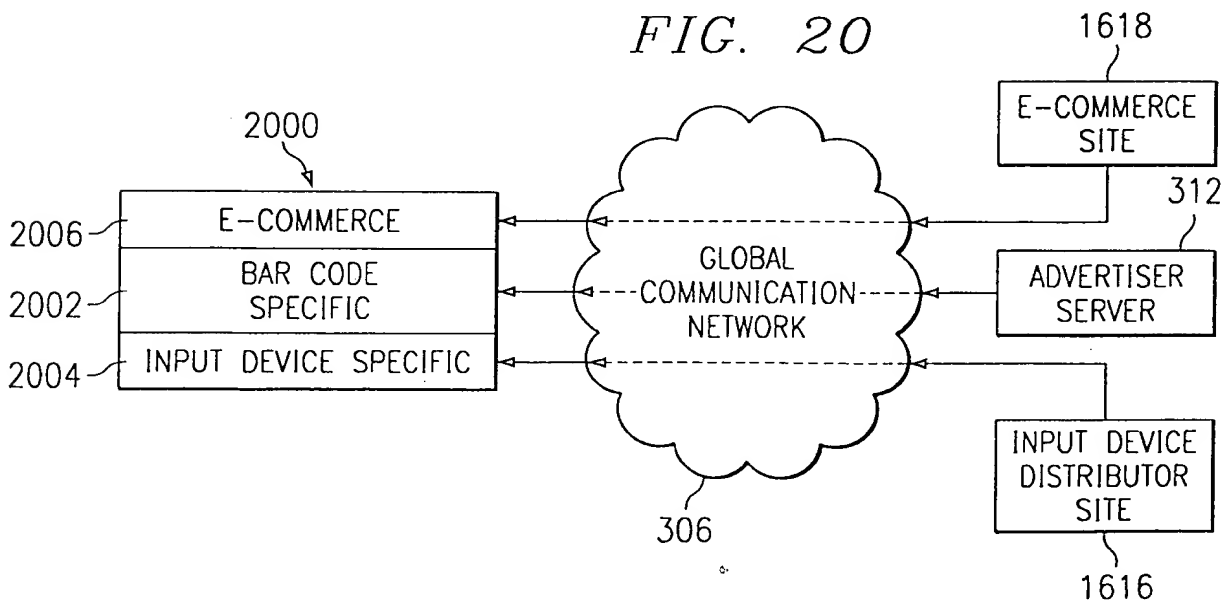


FIG. 20



00594651.061500

FIG. 21

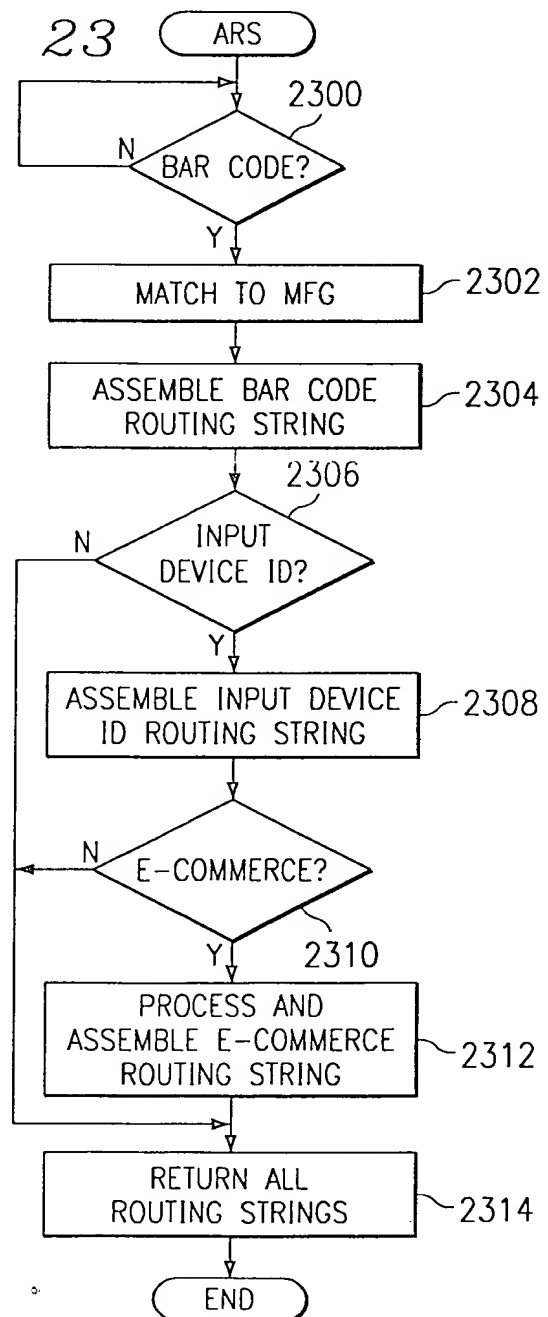
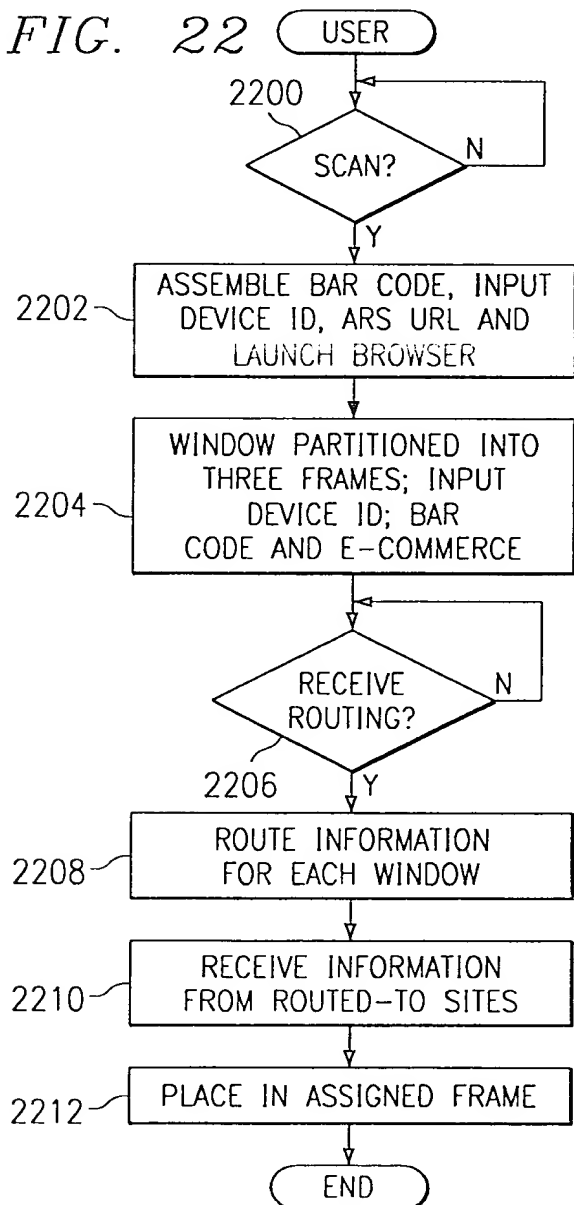
ARS DATABASE

2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 23

FIG. 22



005790" 1594560

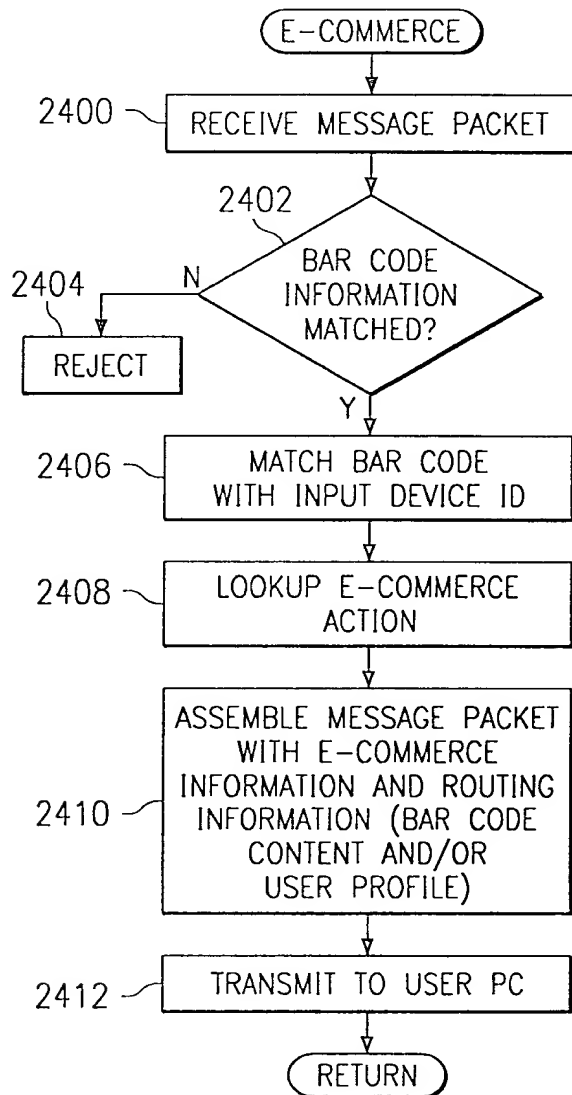


FIG. 24

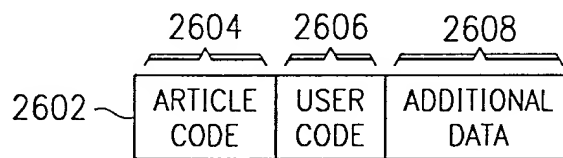


FIG. 26

2604 ARTICLE CODE	2704 ROUTING INFORMATION	TARGET SITE
3800043400	www.domain.com\contesta\target1	TARGET 1
3800043410	www.domain.com\contesta\target2	TARGET 2
7800001234	205.xxx.xxx.123	TARGET 3
5490003019	205.xxx.xxx.456	TARGET 4

FIG. 27

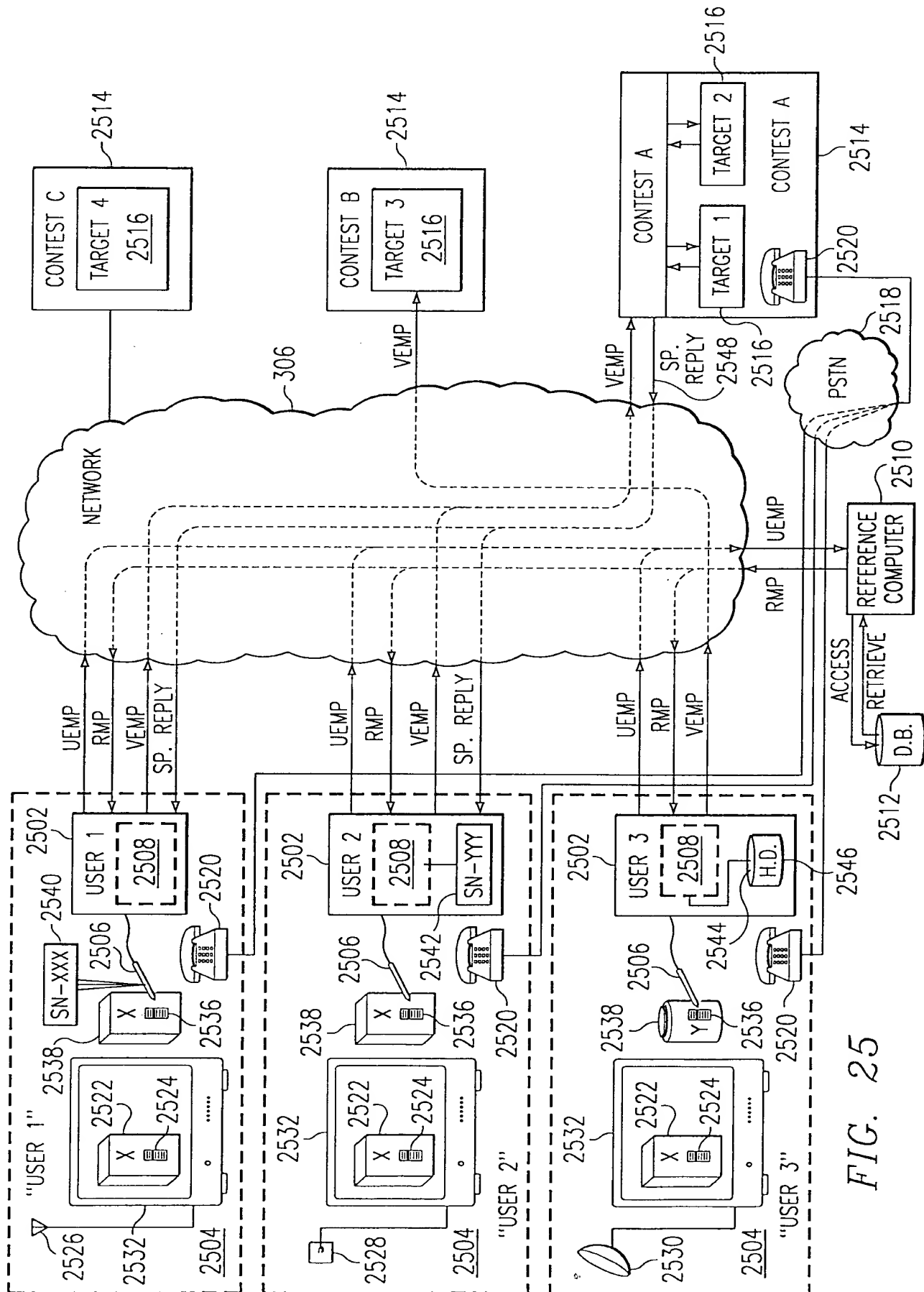


FIG. 25

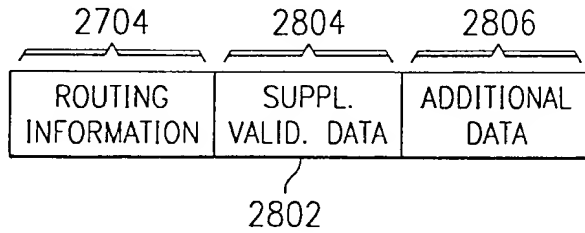


FIG. 28

2606		2904	
USER CODE	VALID?	USER PHONE	USER AGE
015683	YES	555-111-1234	35
015684	YES	555-222-2345	19
015685	NO		
015686	YES	555-333-5678	28

2905 2906 2908

FIG. 29

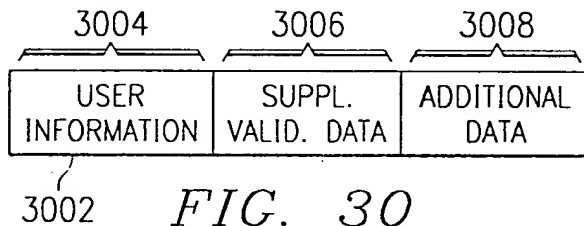


FIG. 30

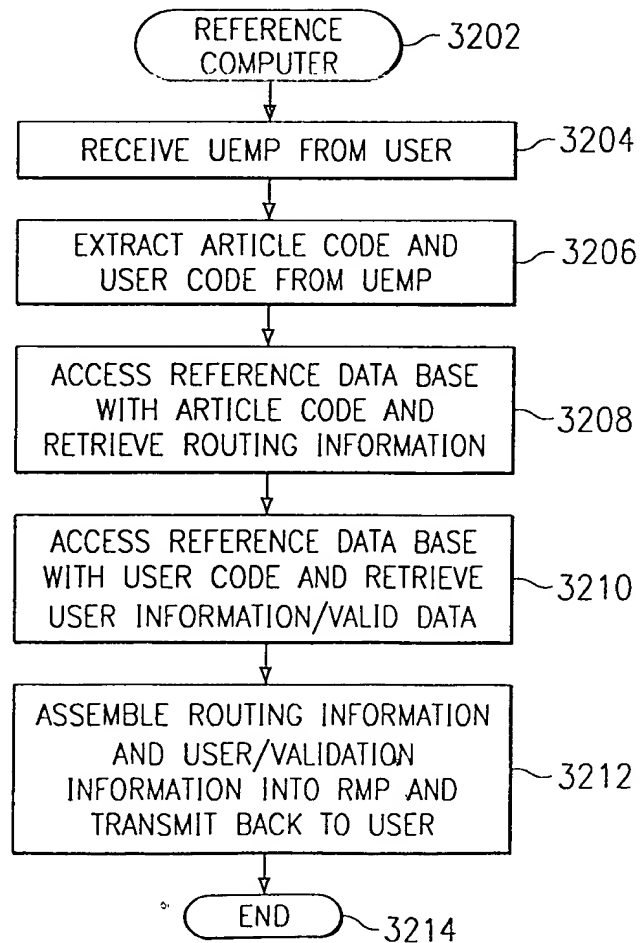


FIG. 32

0054651 061500

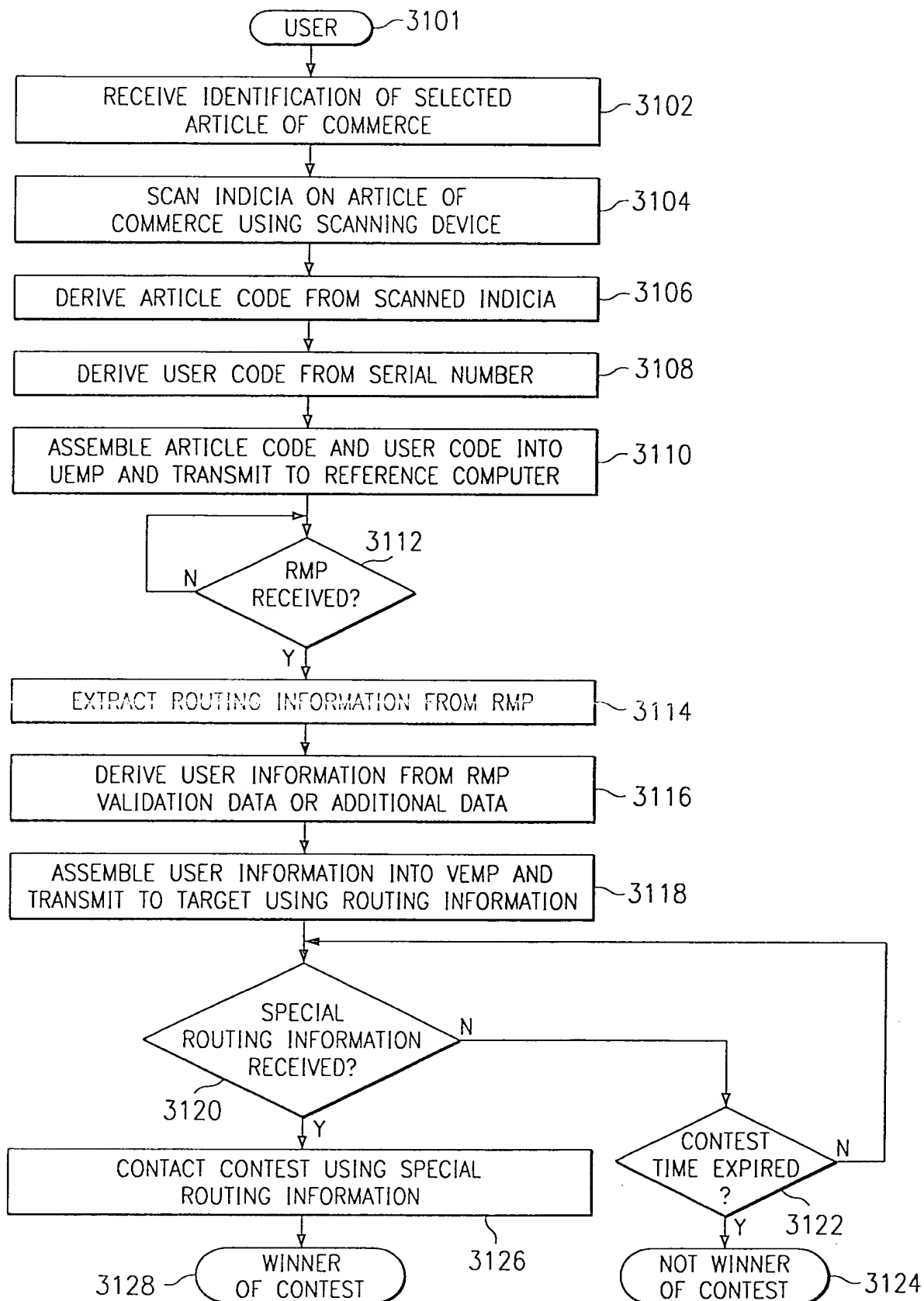


FIG. 31

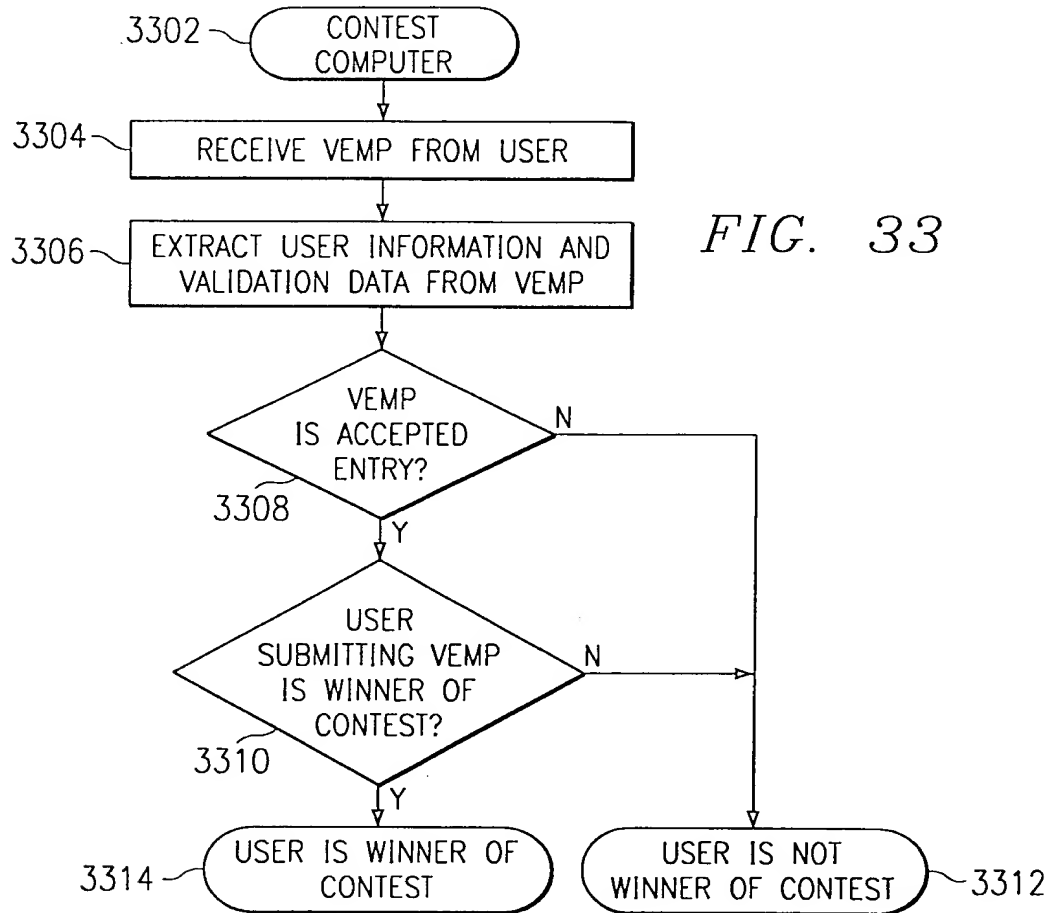
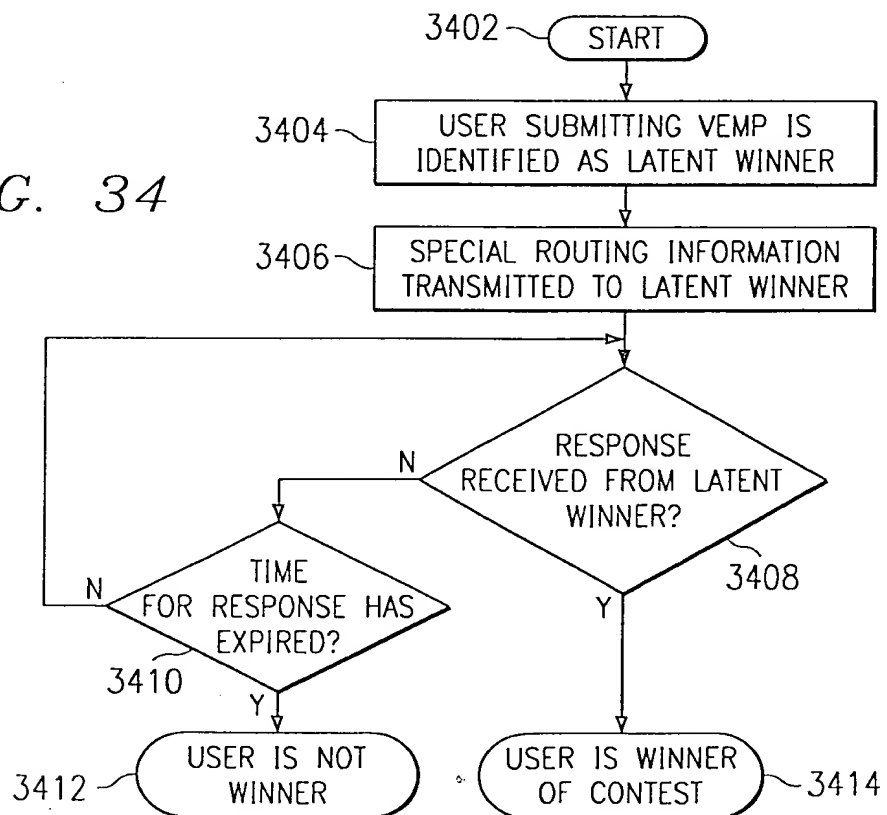


FIG. 34



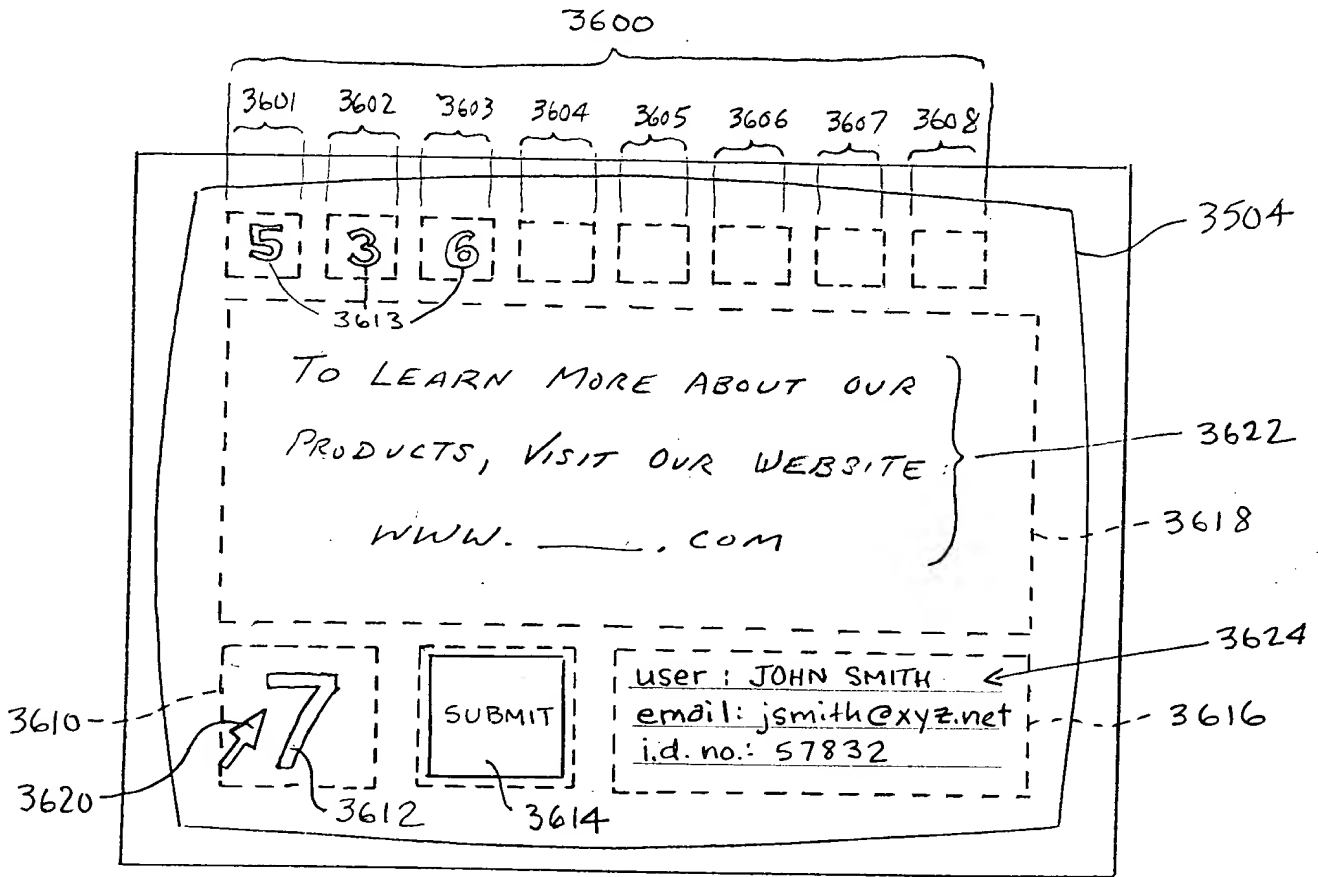


FIG. 36

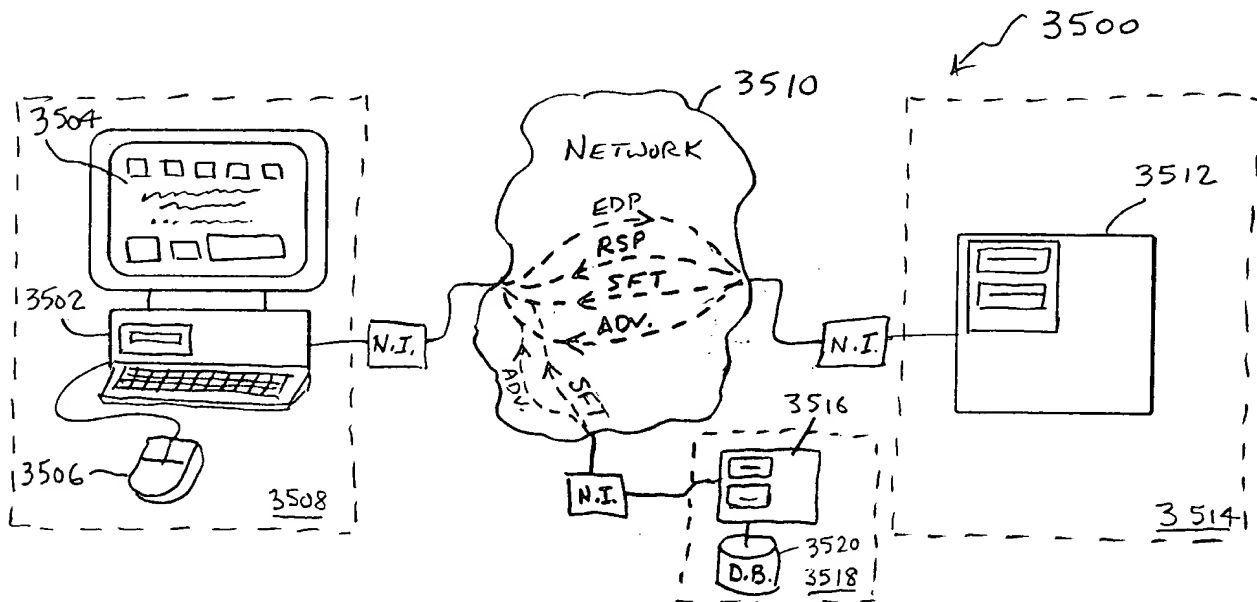


FIG. 35

005451.061500

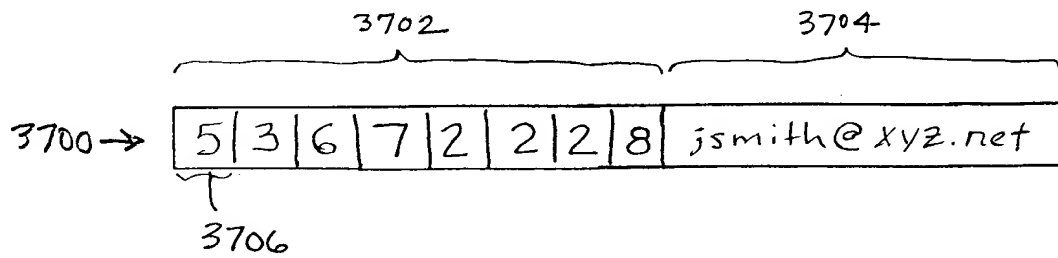


FIG. 37

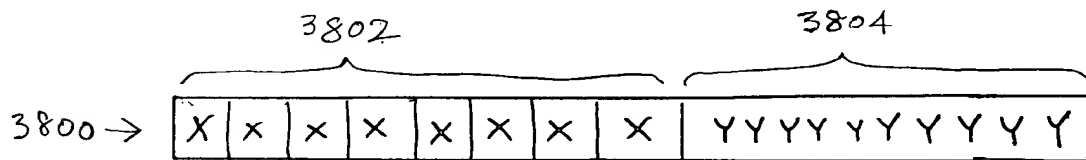


FIG. 38

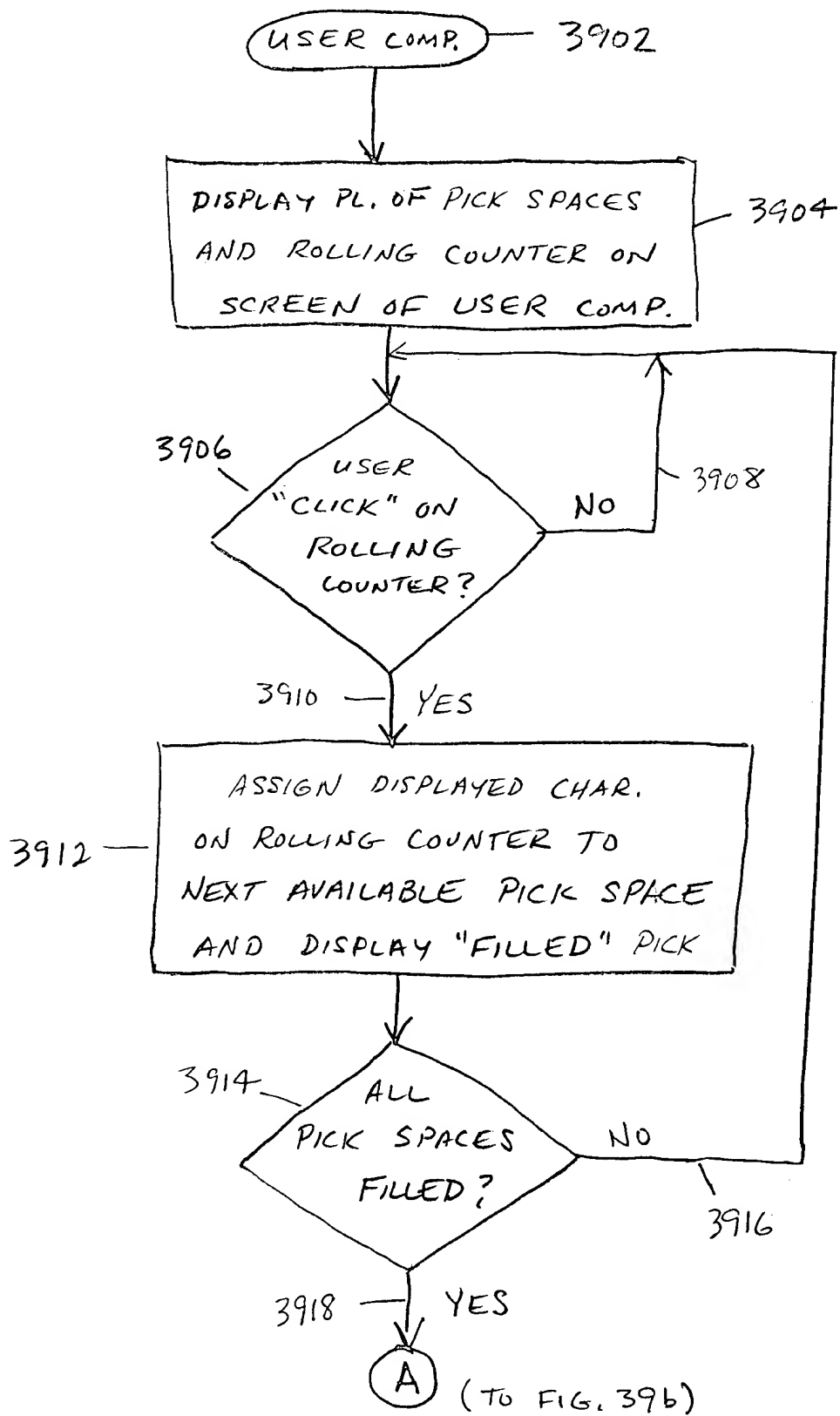


FIG. 39a

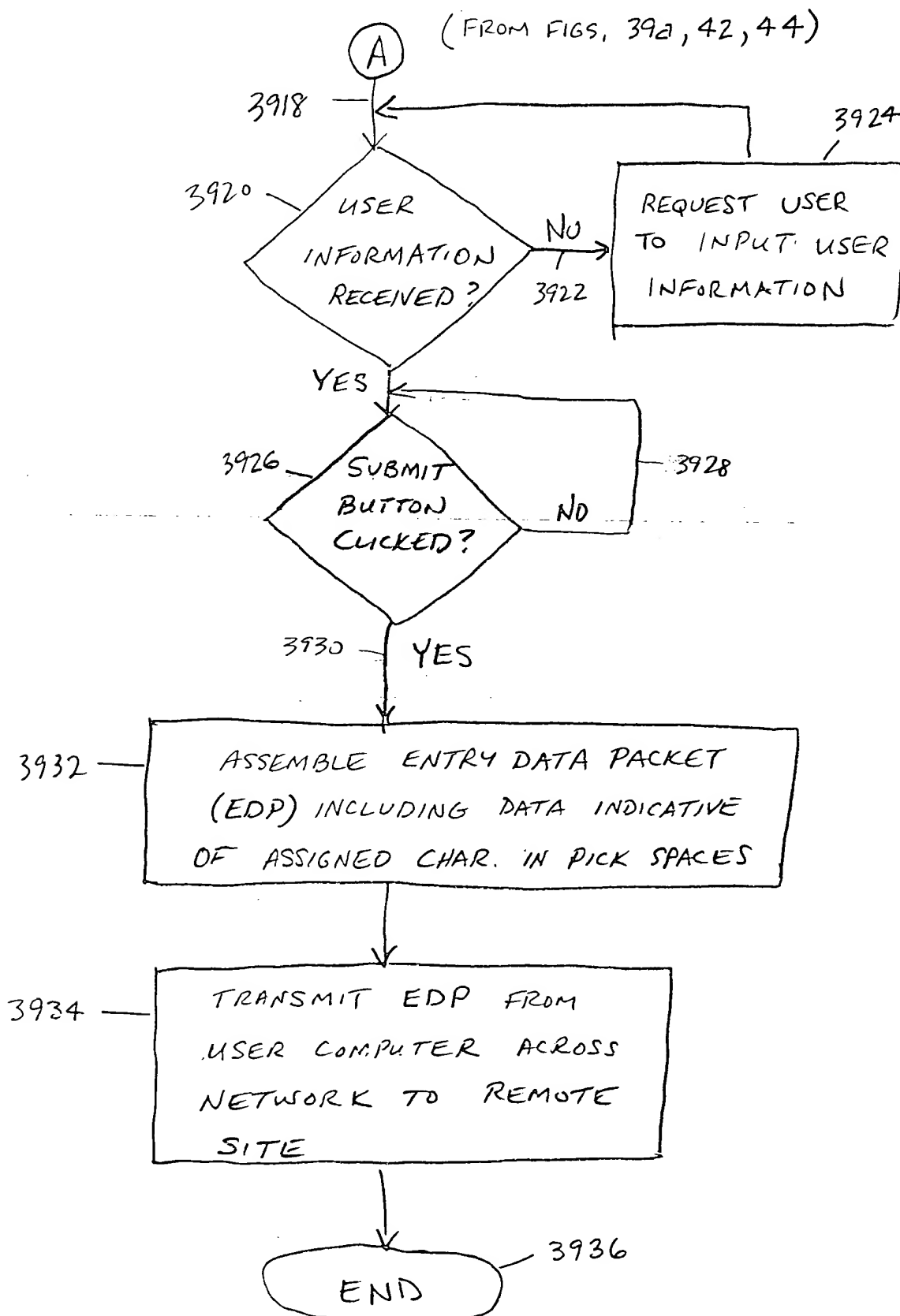
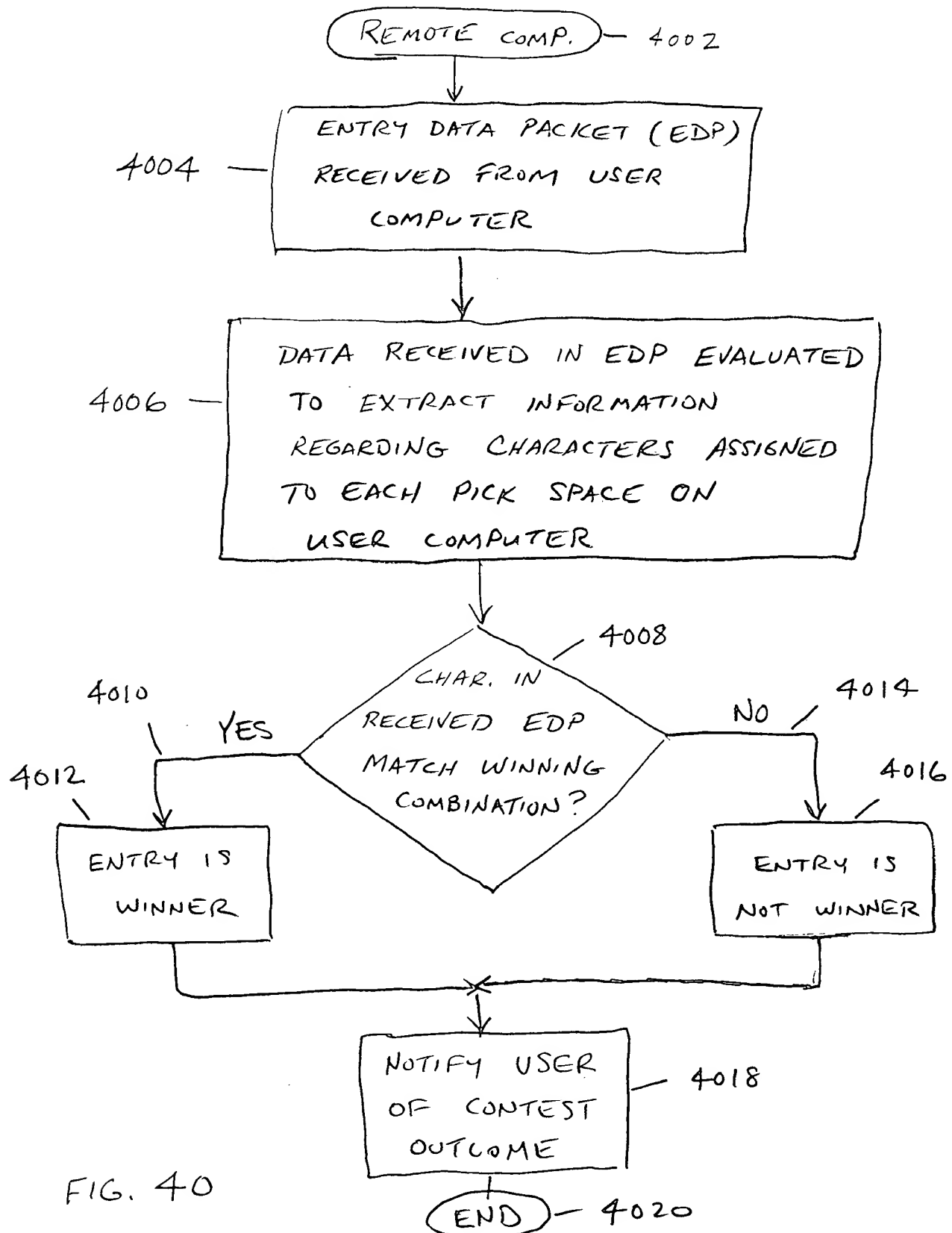


FIG. 39b



005790" T5946560

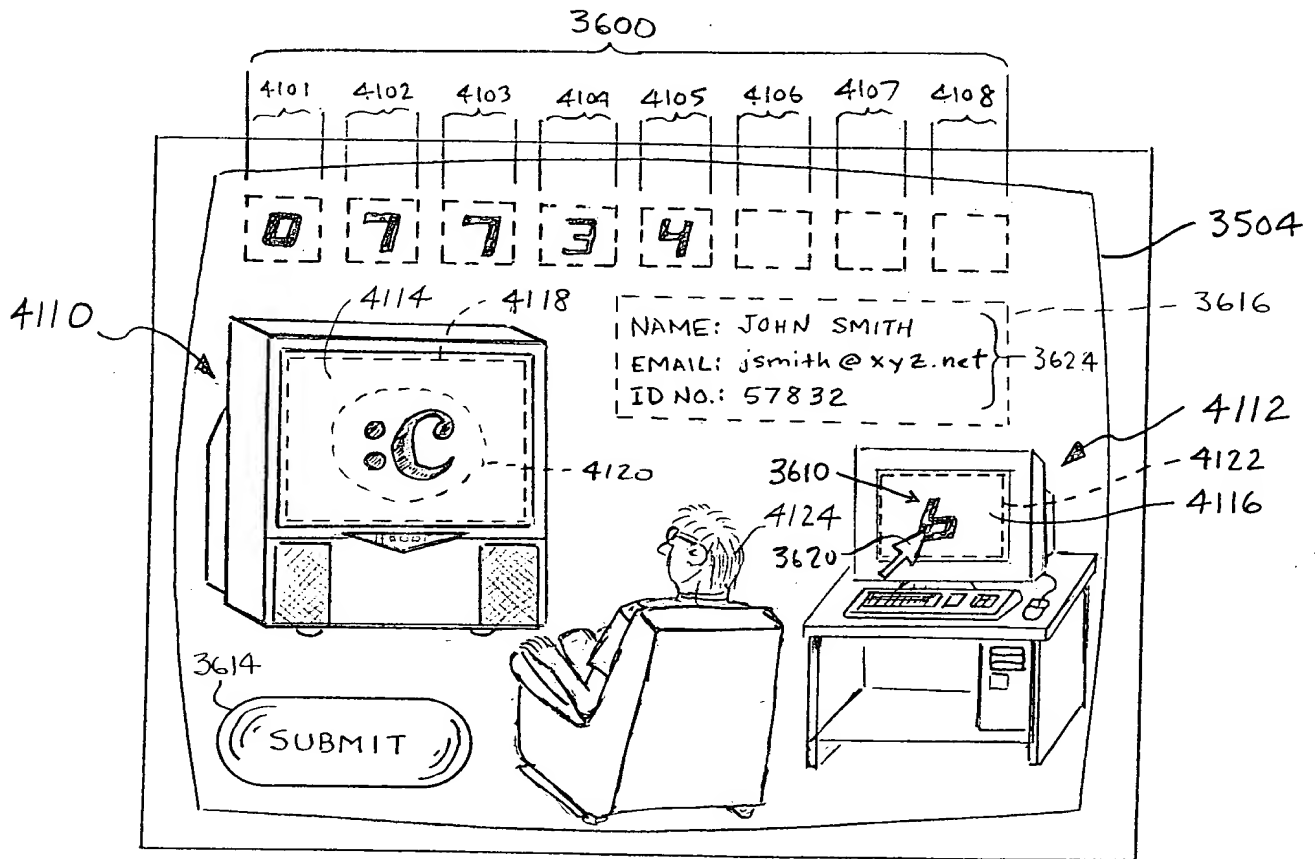
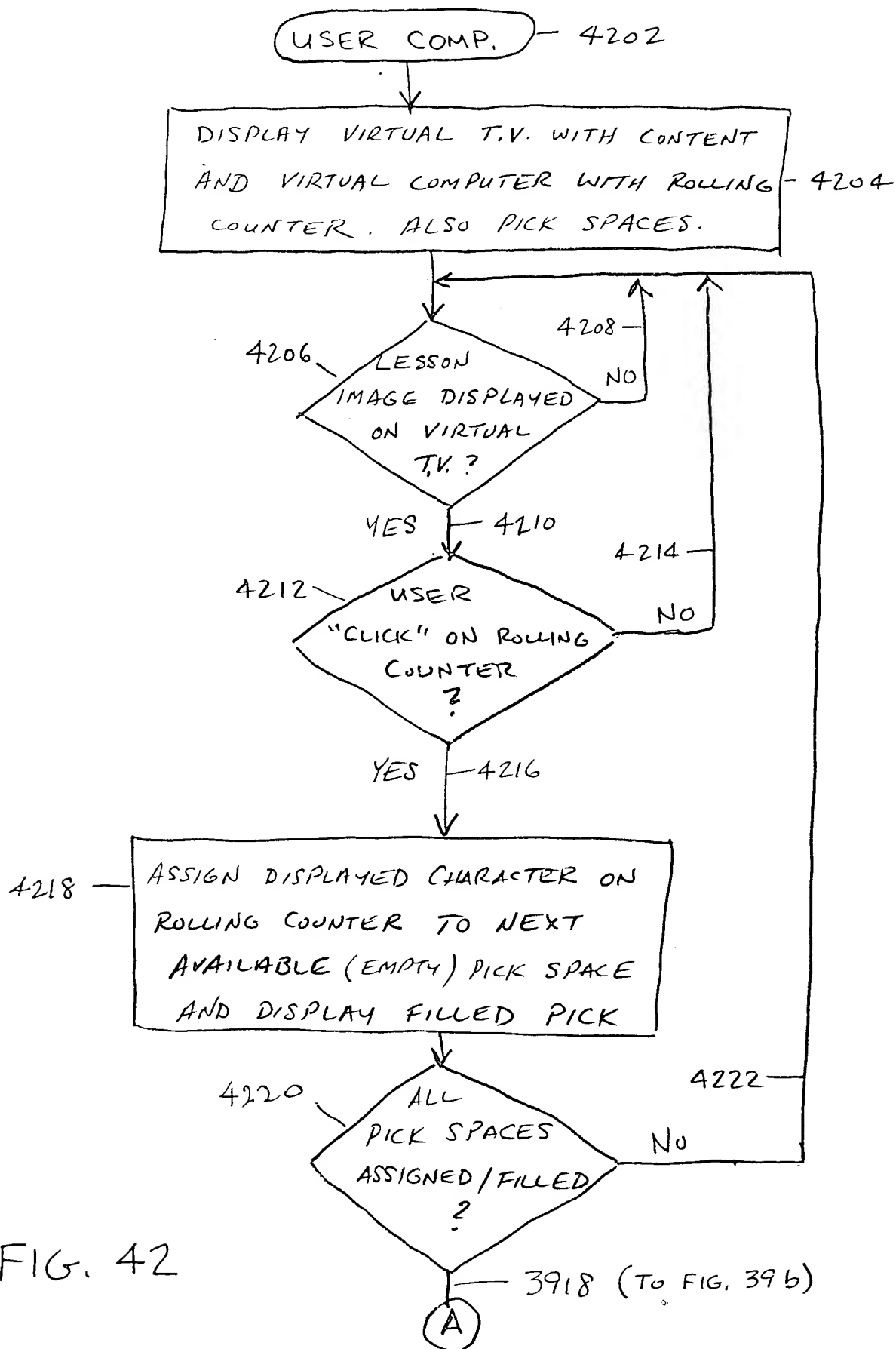


FIG. 41



005451.061500

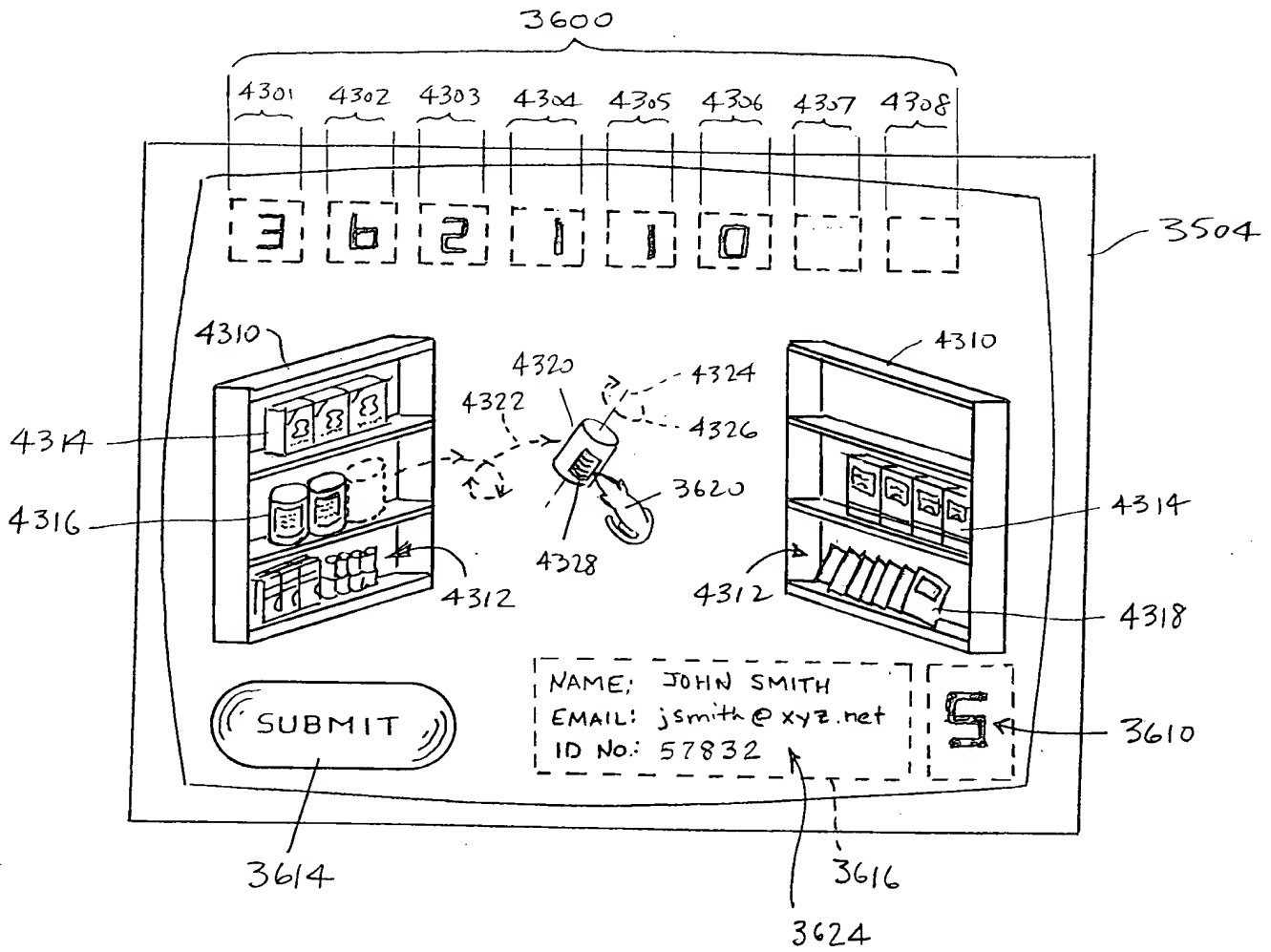


FIG. 43

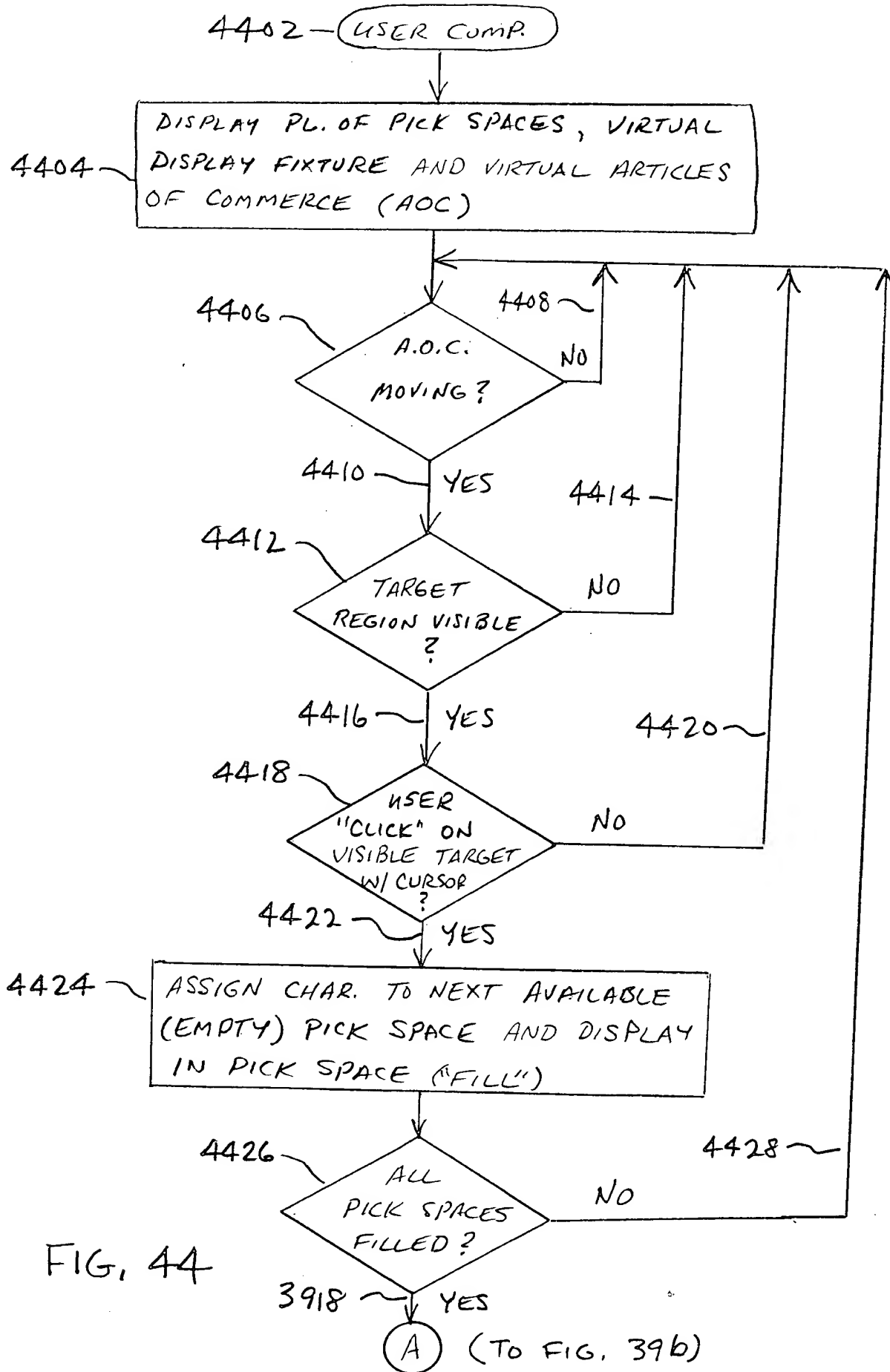


FIG. 44